

# 1999 Lifestyle Data

## Lifestyle Profiles with the *Highest* Market Index

### LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Eat at Asian restaurants	15.8	388	1
2. Eat at quick service deli restaurants	12.9	336	1
3. Shopped at Macy's in the last 4 weeks	26.4	322	2
4. Ate at Dunkin' donuts in the last 4 weeks	4.3	283	1
5. Shopped at The Gap in the last 4 weeks	17.5	275	2
6. Eat at family style coffee shops	9.2	272	3
7. Purchased a men's business suit this past year	17.9	260	2
8. Drank Heineken beer in the last 6 months	12.3	254	1
9. Ate at Boston Market in the last 4 weeks	4.5	244	3
10. Eat at quick service coffee house restaurants	2.5	218	6
11. Eat at fine dining restaurants	10.3	211	6
12. Eat at quick service donut restaurants	5.9	208	1
13. Shopped at Lord & Taylor in the past 4 weeks	5.2	201	5
14. Used a Laundromat in last 6 months	18.2	200	6
15. Own a passport	38.5	200	5
16. Eat at quick service bakery/bagel shops	9.2	196	4
17. Last domestic travel/trip was for business	4.4	191	4
18. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	4.2	187	10
19. Purchased men's coat and jackets last year	31.3	186	3
20. Purchased women's coat and jackets last year	44.8	186	1

### COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. Do not use long distance phone service	9.4	222	6
2. Have unlisted phone number with regular wire phone	32.5	168	4
3. Plan to add new service to regular wire phone in next 5 months	12.9	167	6
4. Primary reason for paging services is for family use	5.9	162	6
5. Have busy return for regular wire phone	16.2	160	5
6. Average monthly expenses for pager services are <\$10	10.1	158	3
7. Average monthly expenses for local phone is \$41+	44.1	157	3
8. Primary reason for pager company services is general convenience	10.2	157	8
9. Household intends to purchase a PC in next 5 months	27.1	155	1
10. Plan to add caller ID to regular wire phone next 5 months	6.2	149	9

### FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Acquired a CD last year through a mail/phone offer	15.8	232	1
2. Acquired investment last year through financial publication	12.8	222	1
3. Acquired annuity last year by direct/non direct response offer	14.3	192	1
4. Acquired investment/savings last year through mail response	17.7	188	2
5. Have a short term CD from a bank/savings & loan	15.9	172	4
6. Belong to individual health maintenance organization	17.3	164	4
7. Hold an American Express Green, Gold, or Platinum credit card	16.7	157	11
8. Have renter insurance	14.5	151	16
9. Bank primarily by ATM	47.9	151	6
10. Acquired a Visa or Mastercard last year through mail offer	43.6	150	3

1999

239

36 - Metro Mix Segment  
Sustaining Singles Group

# 1999 Lifestyle Data

## MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read George Magazine	22.0	483	2
2. Listen to all news radio format	17.7	246	3
3. Read Women's Fashion Magazines	14.3	237	3
4. Watch Xena: Warrior Princess	8.5	231	5
5. Read Vogue Magazine	9.9	231	4
6. Listen to contemporary hits radio format	25.8	219	1
7. Watch New York Undercover	9.7	190	5
8. Watch Ricki	7.7	176	6
9. Watched Black Entertainment last week	8.3	175	8
10. Watch 20/20 Monday	5.9	168	4
11. Listen to jazz format	9.9	166	12
12. Watch Living Single	8.3	164	8
13. Watch Beverly Hills 90210 MONDAY-FRIDAY	5.7	160	7
14. Watched VH-1 last week	11.9	159	4
15. Watch Ally McBeal	6.7	157	6
16. Read Fitness Magazines	6.5	157	5
17. Read Ebony Magazine	9.7	155	9
18. Watch WWF Wrestling	6.9	155	11
19. Watch Married With Children (MONDAY-FRIDAY)	8.7	154	9
20. Watch Baywatch	9.3	152	6

## HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a refrigerator (not frost free)	27.8	211	4
2. Home has a water purifier/filter	21.2	133	10
3. Purchased curtains last year	5.2	129	6
4. Own a gas stove/range	21.6	124	4
5. Purchased table settings last year	15.7	122	8
6. Home has a water purifier attached to a faucet	9.3	119	13
7. Own a electric juicer	12.7	114	19
8. Own a electric toaster oven	26.6	106	20
9. Home has a water softener attached to main water supply	8.7	100	20
10. Purchased kitchen/dining room furniture last year	4.2	95	27

## POWER UTILITIES

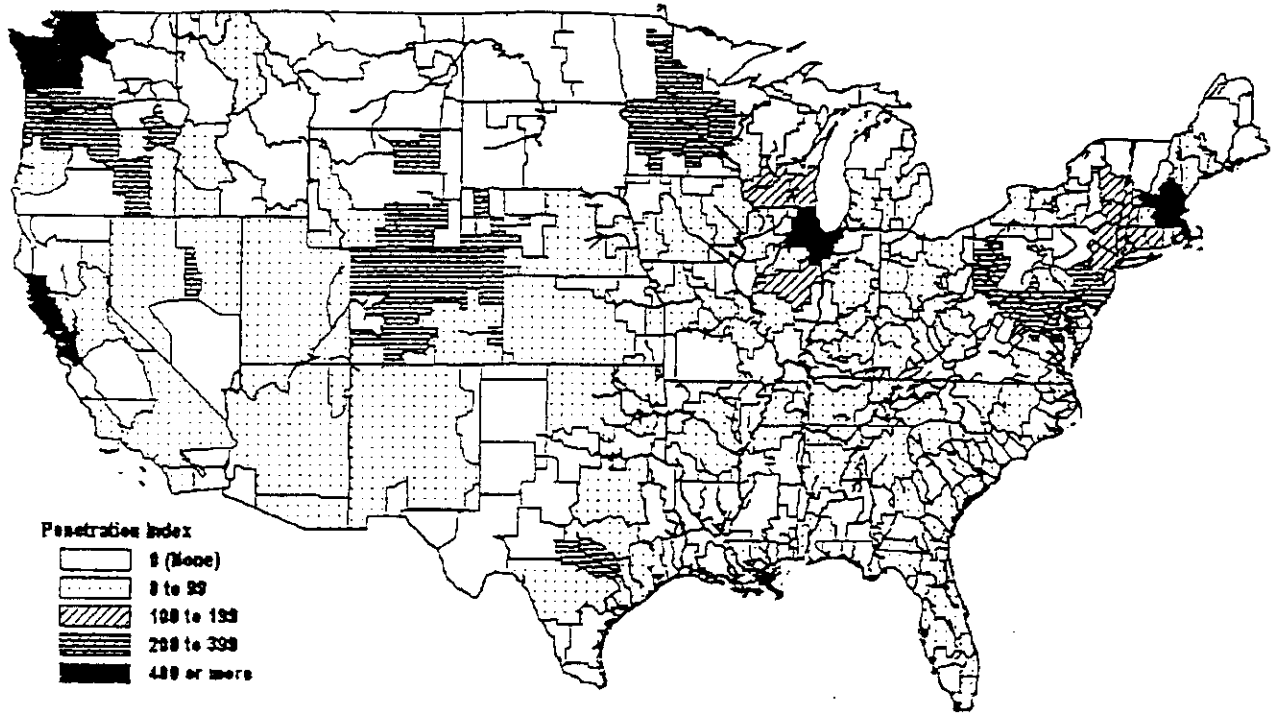
	Percent Penetration	MicroVision Index	Rank
1. Do not use electric services	17.8	571	2
2. Don't know type of water heater	57.7	551	2
3. Heater type is steam or hot water system	36.9	425	1
4. Don't know heater type	25.4	360	1
5. Water heater is part of a furnace or boiler	18.4	344	1
6. Have 2 or more window/wall-mounted room air conditioners	35.8	342	1
7. Prime heating system is oil	26.7	303	1
8. Do not have a cooling system thermostat	36.5	259	3
9. Use a window or wall-mounted air conditioner	59.7	244	1
10. Gas bill averages \$25 or less	34.5	230	3

36 - Metro Mix Segment  
Sustaining Singles Group

1999

## 37 Urban Up And Comers

### Segment Concentration by Designated Market Area (DMA)



This segment consists of singles, primarily living alone, in rental property. They live in urban areas, have a high level of education, medium-high income and work in white-collar occupations.

Adults in this segment are more likely than average to be between 18 and 44 years. Over 58% of these households contain one person (ranking second) and they contain primarily singles living in non-family households (ranking first). While over 70% of these households are white, they have the fourth highest share of Asian households (over three times the national average). The median household income is 20% below the national norm, but the per capita income is 29% above average. This is an almost entirely urban segment with 93% of these households living in cities. They score highest in the cities of Washington D.C., Chicago, Boston and San Francisco. Educational attainment is well above average. This segment has two and three times the average percentage of bachelors and post graduate degrees, respectively. Almost 78% work in white collar occupations, particularly in technical support, professional specialty and executive and managerial positions. Also indicative of their urban concentration, they are much more likely than average to rent (83% are renters), they rank third in living in structures with 10 to 49 units, fourth for structures with 50 or more units. They rank third in taking public transportation or walking to work. Furthermore, they rank sixth in property value and fifth in having no vehicles in the household.

Urban Up and Comers are the most likely to bank primarily by ATM, use their PC for more than 21 hours per week, and plan to purchase/upgrade their modem in the next six months.

# Demographic Data

## AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	3.12	44	48
5 to 9 Years	3.42	47	49
10 to 14 Years	2.70	38	49
15 to 17 Years	1.16	29	48
18 to 20 Years	4.34	104	15
21 Years	1.92	148	6
22 to 24 Years	6.02	159	4
25 to 29 Years	11.26	160	2
30 to 34 Years	11.58	163	1
35 to 39 Years	11.73	148	2
40 to 44 Years	9.56	120	5
45 to 49 Years	7.26	102	15
50 to 54 Years	5.52	91	34
55 to 59 Years	4.00	84	38
60 to 64 Years	3.15	79	41
65 to 69 Years	2.87	79	39
70 to 74 Years	2.84	84	36
75 to 84 Years	5.05	110	20
85 or More Years	2.51	146	9
Average Age	39.53	108	12
Median Age	37.59	104	18

## INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	23.84	138	17
\$ 15,000 to 25,000	15.73	114	28
\$ 25,000 to 35,000	13.79	110	28
\$ 35,000 to 50,000	15.55	96	28
\$ 50,000 to 75,000	14.72	76	38
\$ 75,000 to 100,000	7.17	74	26
\$ 100,000 to 150,000	4.91	75	22
\$ 150,000 or More	4.29	94	15
Average Income	\$ 47,229	84	26
Median Income	\$ 32,564	80	27

37 - Urban Up And Comers Segment  
Sustaining Singles Group

1999

# Demographic Data

## URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	92.88	281	3
Suburban	7.07	17	46
Rural	0.05	0	48

## RACE / ETHNICITY

	MEAN	INDEX	RANK
White	70.28	88	41
Black	16.55	137	11
Native American	0.59	75	29
Asian	9.28	334	4
Pacific Islander	0.21	142	12
Other	3.09	78	18
Hispanic	7.65	85	18

## EDUCATION

	MEAN	INDEX	RANK
Some High School	13.74	55	37
High School Graduate	15.45	52	47
Some College Attendance	17.94	96	29
Associate Degree	5.07	82	38
Bachelors Degree	26.54	202	6
Post Graduate Degree	21.27	294	4

## OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	77.35	133	7
Total Blue Collar	22.65	54	44

## WORKERS

	MEAN	INDEX	RANK
No Workers	12.79	98	29
1 Worker	28.57	102	26
2 Workers	52.27	115	12
3 or More Workers	6.37	48	47

1999

37 - Urban Up And Comers Segment  
Sustaining Singles Group

# Demographic Data

## OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	16.42	26	47
Renter Occupied	83.58	233	4
Median Rent Paid	\$ 452	121	14

## PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	2.68	18	36
\$ 50,000 to 100,000	13.16	40	42
\$100,000 to 150,000	17.74	82	28
\$150,000 to 200,000	14.13	121	16
\$200,000 to 300,000	21.24	200	8
\$300,000 to 400,000	12.04	296	6
\$400,000 to 500,000	6.72	351	5
\$500,000 or More	12.29	457	4
Median Property Value	\$ 210,755	199	6

## PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	58.79	239	2
2 Persons	27.98	87	38
3 to 4 Persons	11.10	34	49
5 to 6 Persons	1.76	19	49
7 or More Persons	0.37	21	48
Average Household Size	1.64	62	48

## UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	3.09	59	38
1 Unit (Detached)	3.78	6	48
2 Units	4.00	83	28
3 to 9 Units	19.17	199	6
10 to 49 Units	32.91	384	3
50 or More Units	35.17	818	4
Mobile Home	0.05	1	48
Other Type of Unit	1.85	168	4

37 - Urban Up And Comers Segment  
Sustaining Singles Group

1999

# 1999 Lifestyle Data

## Lifestyle Profiles with the *Highest* Market Index

### LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Shopped at the White Hen in the last 6 months	7.8	329	1
2. Eat at quick service coffee house restaurants	3.2	281	2
3. Traveled to foreign country for 15 or more nights in last 3 years	13.7	279	2
4. Shopped at The Gap in the last 4 weeks	16.6	260	4
5. Eat at quick service bakery/bagel shops	11.2	239	2
6. Ate at Boston Market in the last 4 weeks	4.2	229	4
7. Exercise 2 times per week at a fitness club	19.0	226	2
8. Own downhill skis/boots	10.7	224	4
9. Eat at midscale hotel restaurants	4.4	220	3
10. Went roller blading/in-line skating last year	8.3	220	3
11. Eat at fine dining restaurants	10.6	216	5
12. Household has a radar detector	15.6	214	2
13. Drank imported beer in the last 6 months	32.2	213	2
14. Shopped at Eddie Bauer in the last 4 weeks	8.8	211	4
15. Went snow skiing in the last year	9.3	208	6
16. Visited any museums in the last year	30.7	207	3
17. Played billiards/pool in the last year	20.5	197	2
18. Own a passport	37.6	195	6
19. Drank Champagne/Cold Duck/Sparkling Wines in the last 6 months	21.5	192	2
20. Drank Heinekin beer in the last 6 months	9.3	192	6

### COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for other purposes	10.3	285	1
2. Use internet/online services 11 or more times/week	15.5	225	3
3. PC is used 21+ hours/week	18.8	225	1
4. Switched online/internet service provider at least once last year	7.9	224	5
5. Intend to purchase/upgrade modem in next 6 months	17.7	222	1
6. Reason for having 2 or more lines is to use with fax machine	8.0	199	7
7. Spend less than 10 hours/week telecommuting	9.0	190	7
8. Have voice mail for regular wire phone	19.3	184	4
9. PC primarily used for surfing internet or world wide web	6.0	175	5
10. Have more than one personal PC in household	18.4	173	8

### FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Have renter insurance	31.2	325	2
2. Have individual dental insurance	29.9	312	1
3. Strongly Agree: Mutual fund companies give reliable advice	13.1	213	2
4. Have accidental death & dismemberment insurance	18.1	211	1
5. Bank primarily by ATM	66.1	208	1
6. Use credit card(s) more than 10 times per month	36.5	194	8
7. Have an individual medical insurance plan	31.9	188	1
8. Changed residence or relocated last year	22.8	183	3
9. Purchased a home last year	11.2	183	4
10. Belong to individual health maintenance organization	19.2	182	3

1999

37 - Urban Up And Comers Segment  
Sustaining Singles Group

# 1999 Lifestyle Data

## MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read George Magazine	21.5	472	3
2. Listen to NPR (National Public Radio)	12.7	332	2
3. Listen to classical radio format	10.2	331	4
4. Read Vogue Magazine	11.7	274	3
5. Read Rolling Stone Magazine	9.8	242	4
6. Read Worth Magazine	6.3	230	7
7. Read Entertainment Weekly	8.8	213	3
8. Listen to album oriented/progressive rock format	20.0	212	2
9. Read Women's Fashion Magazines	12.2	202	4
10. Watch The Late Show With David Letterman	13.7	200	1
11. Watch the MTV Music Video Awards	15.1	198	4
12. Read Cosmopolitan Magazine	14.6	192	3
13. Listen to all news radio format	13.7	190	10
14. Watch Saturday Night Live Special	11.7	183	1
15. Watch Tennis	6.8	182	3
16. Listen to classic rock	14.5	181	3
17. Read Science/Technology Magazines	11.7	181	3
18. Read This Old House Magazine	8.3	181	5
19. Watch Melrose Place	10.2	179	1
20. Watched MTV last week	18.1	176	4

## HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a refrigerator (not frost free)	32.8	250	2
2. Home has a water purifier/filter	21.6	135	7
3. Own a electric space heater	11.2	121	7
4. Own a space heater(electric)	11.2	121	7
5. Own a electric wok	11.2	120	15
6. Own a built-in gas oven	14.6	116	13
7. Own a humidifier	14.6	114	17
8. Own a electric coffee grinders	16.6	114	18
9. Own a espresso/cappuccino maker	6.3	109	20
10. Own a electric toaster oven	25.8	107	18

## POWER UTILITIES

	Percent Penetration	MicroVision Index	Rank
1. Don't know type of water heater	50.4	481	3
2. Heater type is steam or hot water system	33.3	384	2
3. Do not use electric services	9.9	317	7
4. Water heater is part of a furnace or boiler	16.3	305	2
5. Electric bill averages less than \$40	49.6	258	2
6. Gas bill averages \$25 or less	37.3	248	2
7. Heater type is built-in room or baseboard heaters	18.6	207	5
8. Do not have a cooling system thermostat	27.4	194	6
9. Pay gas bill with automatic payment method	9.8	184	5
10. Don't know heater type	12.3	175	9

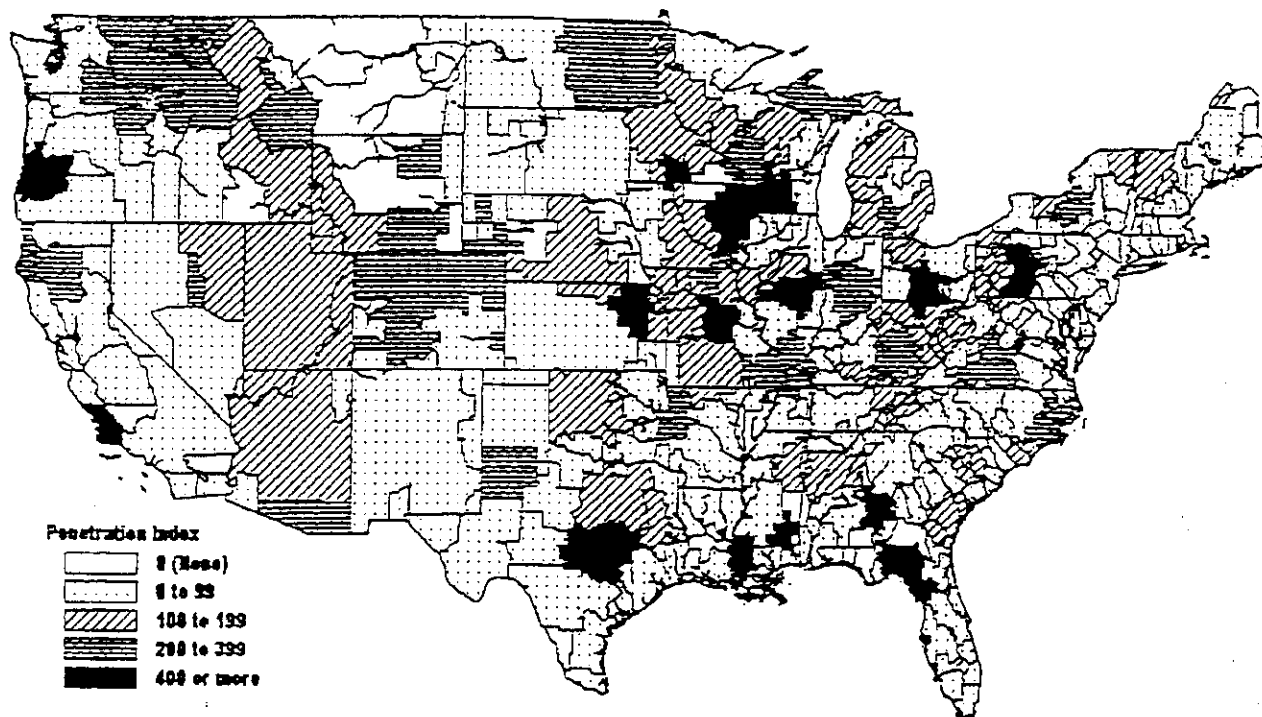
37 - Urban Up And Comers Segment  
Sustaining Singles Group

1999



# 47 University USA

## Segment Concentration by Designated Market Area (DMA)



These are typically young singles with very low incomes, living in non-family households and group quarters, located in urban areas. Almost all are currently in college, living in one or two person households.

University USA has the highest share of young adults between 18 and 24. These households typically have one or two persons and a median household income less than half that of the nation. Although containing, predominately, white households, Asian households are present at a rate more than twice that of the nation. Only 10% of these individuals are married, 84% live in non-family households or group quarters (ranking fifth and second, respectively), and only 10% of these households have children. Ninety-six percent are currently enrolled in college, and University USA households are primarily located in college towns such as Gainesville and Tallahassee, Florida; Columbus, Ohio; Madison, Wisconsin; and Eugene, Oregon. Those in the University USA segment work in white-collar positions, ranking first for the percentage employed in administrative support and second in technical support positions. This segment also ranks first for the percentage living in rental housing. Paying about average rent, University USA resides mostly in multi-unit structures. Vehicle ownership is low and they rank first in having walked to work.

University USA ranks first in participating in many leisure activities such as jogging, basketball, tennis, and weight lifting. They also rank first in eating at quick service bagel outlets, wearing soft contact lenses and listening to album oriented rock radio stations.

# Demographic Data

## AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	1.79	25	50
5 to 9 Years	1.77	24	50
10 to 14 Years	1.32	19	50
15 to 17 Years	1.03	25	50
18 to 20 Years	43.37	1036	1
21 Years	12.15	934	1
22 to 24 Years	11.77	310	2
25 to 29 Years	6.23	89	46
30 to 34 Years	6.77	95	29
35 to 39 Years	4.12	52	50
40 to 44 Years	2.42	30	50
45 to 49 Years	1.61	23	50
50 to 54 Years	1.15	19	50
55 to 59 Years	0.81	17	50
60 to 64 Years	0.64	16	50
65 to 69 Years	0.59	16	50
70 to 74 Years	0.60	18	49
75 to 84 Years	1.11	24	49
85 or More Years	0.75	44	45
Average Age	25.36	69	50
Median Age	22.40	62	50

## INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	45.01	261	3
\$ 15,000 to 25,000	20.91	152	2
\$ 25,000 to 35,000	11.84	94	35
\$ 35,000 to 50,000	10.06	62	47
\$ 50,000 to 75,000	6.95	36	49
\$ 75,000 to 100,000	2.62	27	48
\$100,000 to 150,000	1.56	24	46
\$150,000 or More	1.07	23	43
Average Income	\$ 26,029	46	49
Median Income	\$ 17,389	42	48

1999

47 - University USA Segment  
Sustaining Singles Group

# Demographic Data

## URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	73.65	223	6
Suburban	24.56	58	38
Rural	1.79	7	40

## RACE / ETHNICITY

	MEAN	INDEX	RANK
White	83.31	104	31
Black	8.00	66	19
Native American	0.45	57	35
Asian	6.30	227	8
Pacific Islander	0.11	78	20
Other	1.83	46	33
Hispanic	4.13	46	38

## EDUCATION

	MEAN	INDEX	RANK
Some High School	11.13	45	41
High School Graduate	13.80	46	48
Some College Attendance	20.26	108	17
Associate Degree	6.31	102	18
Bachelors Degree	26.08	199	8
Post Graduate Degree	22.42	310	3

## OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	66.62	115	16
Total Blue Collar	33.38	80	35

## WORKERS

	MEAN	INDEX	RANK
No Workers	11.79	91	30
1 Worker	28.71	102	23
2 Workers	52.87	116	7
3 or More Workers	6.62	50	46

1999

47 - University USA Segment  
Sustaining Singles Group

# Demographic Data

## OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	13.86	22	50
Renter Occupied	86.14	241	1
Median Rent Paid	\$ 354	95	26

## PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	12.85	87	24
\$ 50,000 to 100,000	43.14	132	9
\$100,000 to 150,000	24.37	113	16
\$150,000 to 200,000	8.86	76	27
\$200,000 to 300,000	6.46	61	28
\$300,000 to 400,000	2.16	53	25
\$400,000 to 500,000	0.90	47	25
\$500,000 or More	1.27	47	22
Median Property Value	\$ 93,225	88	28

## PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	38.21	156	7
2 Persons	33.58	105	20
3 to 4 Persons	23.58	73	44
5 to 6 Persons	3.94	43	44
7 or More Persons	0.69	40	41
Average Household Size	2.12	81	44

## UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	2.48	47	42
1 Unit (Detached)	16.02	27	44
2 Units	6.25	129	11
3 to 9 Units	25.86	268	2
10 to 49 Units	33.73	393	2
50 or More Units	12.06	281	7
Mobile Home	1.94	27	38
Other Type of Unit	1.66	152	5

1999

47 - University USA Segment  
Sustaining Singles Group

# 1999 Lifestyle Data

## Lifestyle Profiles with the *Highest* Market Index

### LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Eat at quick service specialty bagel outlets	3.2	358	1
2. Played tennis in the past year	14.8	322	1
3. Played billiards/pool in the last year	33.2	319	1
4. Went roller blading/in-line skating last year	11.9	316	1
5. Shopped at The Gap in the last 4 weeks	19.5	306	1
6. Shopped at the Circle K in the last 6 months	17.0	299	1
7. Own roller blades/in-line skates	17.3	282	1
8. Drank Tequila in the last 6 months	21.3	277	1
9. Drank Miller Light beer in the last 6 months	15.2	273	1
10. Went jogging in the last year	23.5	263	1
11. Eat at quick service coffee house restaurants	2.9	259	3
12. Wear soft contact lenses	18.1	257	1
13. Attended movies 2-3 times per month	18.1	256	2
14. Weight lifted in the last year	20.9	256	1
15. Shopped at The Limited in the past 4 weeks	7.2	252	2
16. Shopped at Citgo Quik Mart in the last 6 months	9.8	249	2
17. Played basketball in the last year	21.7	246	1
18. Drank domestic red wine in the last 6 months	17.3	244	3
19. Went to a bar/nightclub in the last year	45.5	242	1
20. Ate at Little Caesars in the last 4 weeks	5.7	241	1

### COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for education/school	29.9	336	1
2. Switched online/internet service provider at least once last year	9.3	265	4
3. Average monthly expenses for online/internet is < \$15	11.7	264	1
4. Use internet/online services 11 or more times/week	18.0	262	2
5. Method of collect calling is 1-800-collect	9.0	231	2
6. PC is used 21+ hours/week	17.0	203	2
7. PC primarily used for games	7.0	172	2
8. PC primarily used for surfing internet or world wide web	5.8	171	7
9. Switched long distance company at least once in past year	36.6	166	2
10. Average monthly expenses for local phone service is <\$20	24.7	163	6

### FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Have an auto loan from a vehicle manufacturer	18.9	248	1
2. Have a loan for furniture, appliances or electronics	20.5	225	1
3. Changed residence or relocated last year	27.6	222	1
4. Transfer funds over the telephone	21.2	211	1
5. Would do home banking by personal computer if tech. available	56.9	207	1
6. Have renter insurance	19.8	206	8
7. Receive primary financial advice from a friend/family member	32.1	182	1
8. Worked w/financial planner to set up financial plan	12.8	181	5
9. Strongly Agree-Life insurance companies give reliable advice	17.5	173	3
10. Bank primarily by ATM	54.0	170	3

1999

305

47 - University USA Segment  
Sustaining Singles Group

# 1999 Lifestyle Data

## MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read Rolling Stone Magazine	16.6	311	1
2. Read Women's Fashion Magazines	18.8	299	1
3. Read Music Magazines	27.4	292	1
4. Watched MTV last week	30.0	287	2
5. Read Vogue Magazine	12.3	285	1
6. Read Glamour Magazine	16.3	276	1
7. Read Playboy Magazine	13.0	269	2
8. Read the Cable Guide	14.1	260	1
9. Read Cosmopolitan Magazine	19.9	247	1
10. Listen to modern rock	11.6	245	1
11. Listen to album oriented/progressive rock format	23.1	241	2
12. Watch the MTV Music Video Awards	18.4	237	1
13. Watch Simpsons	24.2	229	1
14. Watch Party Of Five	10.1	226	1
15. Watch Simpsons MONDAY-FRIDAY	15.2	204	2
16. Read Computer Magazines	17.7	203	1
17. Watch Friends	27.4	198	3
18. Read PC World	5.8	198	2
19. Watched VH-1 last week	14.8	197	1
20. Listen to classic rock	15.9		

## HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a refrigerator (not frost free)	21.4	163	10
2. Home has a water purifier/filter	23.3	146	6
3. Purchased a coffee maker-automatic drip or electric last year	7.2	141	2
4. Purchased a vacuum cleaner last year	9.0	136	5
5. Purchased a kitchen cooking/serving products last year	32.9	135	1
6. Purchased lawn/porch furniture last year	4.3	134	7
7. Own a espresso/cappuccino maker	7.6	130	15
8. Purchased a sofa sectional last year	6.1	118	8
9. bedding/bath goods, last year	59.9	115	1
10. Purchased table settings last year	14.1	109	22

## POWER UTILITIES

	Percent Penetration	MicroVision Index	Rank
1. Last contacted electric company to change or add a service	16.7	260	2
2. Don't know heater type	17.8	252	4
3. Don't know type of water heater	23.6	225	8
4. Heat pump used as air conditioner is 6+ years old	6.3	192	5
5. Heater type is built-in room or baseboard heaters	16.6	185	6
6. Last contacted gas company to change or add service	8.5	184	3
7. Electric bill averages less than \$40	35.3	183	8
8. Would like to choose natural gas or energy provider	31.0	156	1
9. Prime heating system fuel is electricity	35.2	150	9
10. Last contacted electric company due to billing problems	12.5	145	11

47 - University USA Segment  
Sustaining Singles Group

1999

\*\*\*\*\*  
USER ID: PRINT01  
DATE: 4/24/02 TIME: 10:09:31 PM  
\*\*\*\*\*

DOCUMENT SEPARATOR SHEET

\*\*\*\*\*  
Print Batch Document #: 1  
\*\*\*\*\*



**CCMI/Salestar**

---

# **Competitive Intelligence Report**

## **Broadband Services**

Denver, CO • July 2001 • Small Business Market

CCMI/Salestar  
11300 Rockville Pike, Suite 1100  
Rockville, MD 20852  
Telephone: 888-275-2264  
Fax: 301-816-8945  
[www.ccmi.com](http://www.ccmi.com)

Information subject to change without notice. This publication may not be reproduced, sold or used in any form or by any means – graphics, or electronic, including photocopying, scanning, or information storage and retrieval systems – without written permission of CCMI/Salestar

Copyright 2001 CCMI/Salestar — All rights reserved





## TABLE OF CONTENTS

Executive Summary.....	2
Market Insights.....	5
Competitive Insights.....	9
Competitive Product Matrix.....	20
DSL Providers.....	21
AT&T	
EarthLink	
Global Crossing	
Megapath	
Qwest	
Speakeasy	
UUNet	
XO Communications	
Fixed Wireless Providers.....	27
Sprint Broadband Direct	
Winstar	
Competitive Product Analysis.....	28
AT&T.....	29
EarthLink.....	30
Global Crossing.....	31
Megapath.....	32
Qwest.....	33
Speakeasy.....	34
Sprint Broadband Direct.....	35
UUNet.....	36
Winstar.....	37
XO Communications.....	38
About CCMI/Salestar.....	39



## EXECUTIVE SUMMARY



## EXECUTIVE SUMMARY

Denver has undergone several transformations since its founding in 1858. Originally conceived to support the operations of miners, it quickly grew to an agricultural hub for the western states. In the post World War II era, Denver was home to a number of oil and gas company headquarters. The city went into a depression in the early 1980's with the fall of oil prices to give it the highest office vacancy rate in the nation. The 1990 once again brought a boom to Denver with the rise of the high tech and telecommunications industries.

Denver's economy has become more diverse and now includes companies that provide telecommunications, aerospace, financial services, software, and biomedical services to the country and the world. Notable participants to Denver's recent growth are AT&T Broadband, Level 3 Communications, Qwest Communications, Rhythms NetConnections, Lockheed Martin United Airlines, Merrill Lynch, Xcel Energy, Sun Microsystems, and the federal government. Denver is the only large metro area that ranks in the top 20 for employment concentration in each of the five Convergence Industry clusters: Telecommunications services, Telecommunications equipment, Computer software, Computer storage and peripherals, and Biomedical products. It also includes a broad range of business, financial, trade, distribution, health, and educational services.

The Denver metropolitan area is located in the Mountain Time zone and consists of six counties - Adams, Arapahoe, Boulder, Denver, Douglas, and Jefferson. The land area covers 4503 square miles and includes 58 cities and unincorporated towns. Some of the main Highways include North-South Interstate I-25, I-225, East -West Interstates I-70, I-76, and Metro C-470, E-470.

The Denver educational system includes nineteen K-12 public school districts, sixteen 4-year colleges and universities, and nine 2-year and community colleges. 92.1 percent of its skilled workforce, who are 25 years or older, are high school graduates and 35 percent are college graduates.



**CCMI/Salestar**

## MARKET INSIGHTS

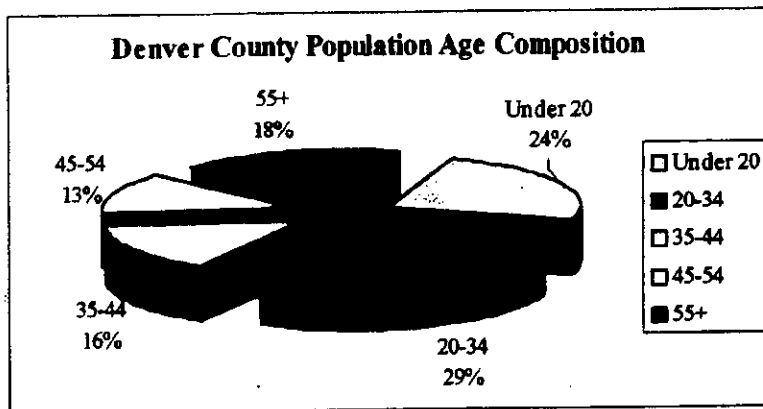
Denver Broadband - July 2001  
© 2001 CCMI/Salestar. All rights reserved.



## MARKET INSIGHTS

### 1. Population

Denver County Population Distribution by Age		
Age (Years)	Total Population	Composition (%)
Under 14	103,557	18.67
15-24	77,793	14.03
25-34	113,676	20.50
35-44	86,420	15.58
45-54	71,000	12.80
55-64	39,764	7.17
65+	62,426	11.26
TOTAL	554,636	100



- Denver County's population, estimated in 2000, was 555,000 people
- From 1990 to 2000, the population grew by 18.6 percent, ranked 722<sup>nd</sup> out of 3,141 counties
- Approximately 65.3 percent of the population was White, 2.8 percent Asian, 31.7 percent Hispanic or Latino origin, 11.1 percent was Black or African Americans, and 1.4 percent other races

### 2. Income and Employment

- The unemployment rate rose from 2.0 percent in May 2000 to 2.1 percent in May 2001
- Mean annual earning was \$38,100 in April, 2000, an increase of 4.7 percent from July 1999
- Job growth has increased about 4.1 percent from May 2000 to May 2001
- The projected job growth for the next 10 years is approximately 22.8 percent, ranked 36<sup>th</sup>, as compare to the nationally projected average of 15.1 percent



## **CCMI/Salestar**

### **3. Cost of Living and Quality of Life**

- Denver has a violent crime rate of 383.5 and a property crime rate of 4211.2 per 100,000 people, below the national averages of 506 and 4329 respectively
- For 2000, the city had a Cost of Living Index of 113, slightly higher than the national average of 104
- Health Cost of Index was 125.2 for 2000, higher than the national average of 103
- Denver is rated very well compared to other cities in terms of both the Leisure and Arts Indexes with scores of 58 and 31, ranked 19<sup>th</sup> and 8<sup>th</sup> respectively, national average for these scores are 19.42 and 11.48

### **4. Business Profile**

- The top 5 largest employer in Denver are US West, Columbia (hospital/healthcare), Centura Health, King Soopers and United Airlines
- Denver is home to 4 public Fortune 500 companies
- High-tech firms employ 76 of every 1,000 private sector workers in Denver, ranked 18<sup>th</sup> nationwide
- There are nearly 3,000 high-tech firms with a payroll of over \$4.5 billion, ranked 13<sup>th</sup> and 16<sup>th</sup> respectively nationwide

### **5. Climate for Small Business**

- Denver's state and local tax rate of 12.1 percent (ranked 232) is higher than the national average of 10.35 percent
- Venture capitalists invested \$1.4 billion in 1999, ranked 9<sup>th</sup> nationwide, compare to over \$9 billion for San Francisco, the top ranked cybercity

### **6. Internet**

- As of March 2001, rank 7<sup>th</sup> as the most wired cities in the US by Nielsen/NetRatings with 63.2% of households having access to the Internet from a personal computer
- Denver ranked 4<sup>th</sup> for total capacity of all Internet backbone links to other metropolitan areas as share of employment
- Ranked 13<sup>th</sup> for domain density for the number of ".com" per total number of businesses
- Denver ranked 35<sup>th</sup> with 64 percent of children using computers in the classroom, above the national average of 63 percent



**CCMI/Salestar**

#### **7. Labor Force**

- Managerial, professional and technical jobs constitute 45 percent of the labor force, rank 5<sup>th</sup> nationally
- Ranked 2<sup>nd</sup> nationally for having the highest percentage of the workforce with advanced degrees, bachelor's degrees, or some college course work, behind only Washington DC and San Francisco
- Denver added 27,600 high technology jobs between 1993 and 1998, a 63 percent increase and the 7<sup>th</sup> largest in the country
- Denver has over 70,000 high-tech workers, ranked 15<sup>th</sup> nationwide

#### ***Information Sources:***

- 1) Atkinson, Robert D., Ph.D., and Paul D. Gottlieb, Ph.D. "The Metropolitan New Economy Index", [www.neweconomyindex.org](http://www.neweconomyindex.org), downloaded June 29, 2001.
- 2) Best Places to Live 2000: Metro Area Details - San Francisco, [www.money.com](http://www.money.com), downloaded June 29, 2001.
- 3) Census 2000, [www.census.gov](http://www.census.gov), downloaded June 29, 2001.
- 4) Cybercities: A City-by-City Overview of the High-Technology Industry, [www.aeanet.org](http://www.aeanet.org), downloaded June 29, 2001.
- 5) Doing Business: Fast Facts, [www.sfchamber.com](http://www.sfchamber.com), downloaded June 29, 2001.
- 6) Doing Business: San Francisco Economy, [www.sfchamber.com](http://www.sfchamber.com), downloaded June 29, 2001.
- 7) Forbes 500, [www.forbes.com](http://www.forbes.com), downloaded June 29, 2001.
- 8) Fortune 500, [www.fortune.com](http://www.fortune.com), downloaded June 29, 2001.
- 9) United States Department of Labor, "Metropolitan Area Employment and Unemployment: May 2001." Bureau of Labor Statistics News (June 27, 2001), [www.bls.gov](http://www.bls.gov), downloaded June 29, 2001.



# COMPETITIVE INSIGHTS

Denver Broadband - July 2001  
© 2001 CCMI/Salestar. All rights reserved.





**COMPETITIVE INSIGHT**

**1) AT&T**

AT&T Business Services  
32 Avenues of the Americas  
New York, New York 10013  
877-593-2087  
www.att.com/business  
Carrier Type: ILEC

**Carrier Summary:**

AT&T Business Services provides local and long distance services, data and IP services (including DSL, frame relay, private line, and ATM services), hosting, outsourcing, and other consulting services.

**Coverage Summary:**

AT&T Business provides its services to over 5 million businesses via a coast-to-coast 10 GB OC-192 fiber optic network. AT&T has installed more than 16,500 route miles of next-generation fiber. Additionally, the company provides Web Hosting services to more than 10,000 companies.

**Competitive Insights:**

On May 25, 2001 AT&T completed the \$135 million acquisition NorthPoint Communications. The acquisition includes all of NorthPoint's co-locations nationwide, certain network equipment, systems and support software and related assets.

AT&T offers a variety of high-speed Internet access; many times in the same Metropolitan area with transmission technologies over cable, broadband and a slow roll out of fixed wireless applications.

**Recent Developments:**

- March 22, 2001 – AT&T announces acquisition of certain assets and technology components from NorthPoint Communications
- January 31, 2001 – MerchantWired awards AT&T \$100 million contract for broadband services
- January 23, 2001 – AT&T announces availability of AT&T Ultravailable Network



**2) EarthLink**

1375 Peachtree St., Level A  
Atlanta, GA 30309  
404-815-0770  
www.EarthLink.com  
Carrier Type: ISP

**Carrier Summary:**

EarthLink is an ISP that offers dial-up Internet access, hosting, and e-commerce services in addition to broadband access services including DSL, cable, and fixed wireless.

**Coverage Summary:**

EarthLink provides service to more than 4.8 million subscribers through over 7,500 POPs. In January 2001, EarthLink added 25 new business DSL markets to its roster, bringing the total markets served nationwide to 39. At the end of 2000, EarthLink had 215,000 broadband subscribers in 90 markets (DSL in 90 markets and SDSL in 39 markets).

**Competitive Insights:**

EarthLink initially provided Internet service in conjunction with Sprint. This arrangement has undergone some changes in February of 2001. These changes did away with the exclusivity terms and stopped requiring each company to co-brand their service. The changes have also allowed each company more freedom to work with third party providers. Each company now offers bundled service (both the access and internet service) under their own brand name. To accomplish this goal, they provide each other wholesale service, which is then repackaged and sold under the other company's name.

One example of EarthLink working with a 3<sup>rd</sup> party access provider is their partnership with Hughes' DirecPC with whom EarthLink recently began to offer 2-way fixed wireless broadband service nationwide. This partnership competes directly with Sprint's own Broadband Direct fixed wireless division. This service also offers the ability to get Internet access as well as Satellite TV service through one device. Customers must still order and pay for each service separately. EarthLink's targeted areas of revenue are: monthly fees for dial-up access, monthly fees for broadband access, Web Hosting revenues, and content, e-commerce and advertising revenues.

**Recent Developments:**

- June 19, 2001 – EarthLink announces new fixed-IP address DSL service for SOHO market
- June 12, 2001 – IT Managers rank EarthLink as the top ISP
- April 25, 2001 – Cox Communications and EarthLink announce high-speed cable-based Internet service trial
- March 27, 2001 – Comcast Cable and EarthLink announce technical trial of high-speed cable-based Internet service



## CCMI/Salestar

### 3) Global Crossing

360 North Crescent Dr.  
Beverly Hills, CA 90210  
310-385-5200  
www.globalcrossing.com  
Carrier Type: CLEC

#### Carrier Summary:

Global Crossing provides telecommunications services including frame relay, ATM, VPN, private line, voice, conferencing, Internet access, and Web Hosting services. The company's strategy is to become the leading provider of managed broadband services.

#### Coverage Summary:

When complete, Global Crossing's 100,000 route mile IP-based fiber optic network will reach 27 countries and more than 200 major cities. The network is 85% complete and includes 1.7 million fiber miles, 249 POPs in 25 countries, and metropolitan networks in 19 major cities. In North America, the network is comprised of 13 physical rings and the total length of the network 19,481 miles.

#### Competitive Insights:

Global Crossing has worked extensively on building a global network that is capable of providing high-speed data transfer service to large businesses. The number of services of which they are capable means that they can provide solutions to any customer needs. On June 29<sup>th</sup>, 2001, Global Crossing announced that they had completed the sale of its ILEC business to Citizen Communications. They have an extensive global network and can offer a multitude of services for almost any customer.

#### Recent Developments:

- June 21, 2001 – Global Crossing completes core worldwide network
- June 20, 2001 – Global Crossing chosen by DirecTV for broadband connectivity
- June 20, 2001 – Yahoo! Broadband selects Asia Global Crossing IP Transit Service for its international backbone
- May 2, 2001 – Global Crossing selects Cisco routers for OC-192 backbone build-out



#### **4) Megapath Networks**

6691 Owens Dr.  
Pleasanton, CA 94588  
925-901-2500  
www.megapath.net  
Carrier Type: ISP

#### **Carrier Summary:**

MegaPath is a broadband service provider offering Internet access to residences and small to mid-size businesses. MegaPath supplements its broadband access services with web site, e-commerce, hosting, VPN, and dial-up services.

#### **Coverage Summary:**

MegaPath is an ISP that offers DSL through partnerships with Covad, Rhythms NetConnections, and New Edge Networks. MegaPath provides service in more than 150 metropolitan areas nationwide.

#### **Competitive Insights:**

Megapath has a good service reputation and are available in markets nationwide. However with the state of DSL providers like Covad and Rhythms, MegaPath and its customers are in the vulnerable position of being left without access to the last mile of service. Rhythms NetConnections recently announced that they were discontinuing service in 9 markets throughout the US and scaling back service in several others. MegaPath is now charged with transitioning customers within those markets over to other providers within 60 days or they will face service interruptions. MegaPath had customers who experienced service interruptions with NorthPoint customers earlier this year. MegaPath focuses on the Business DSL Market and entered into an agreement with Telocity (DirecTV) in December 2000 whereby MegaPath would refer all Residential Customers to Telocity who would in turn refer all Business customers to MegaPath.

#### **Recent Developments:**

- June 20, 2001 – MegaPath extends its national business-class broadband service to 32 small to mid-sized Texas markets
- March 15, 2001 – Covad and MegaPath sign an agreement to deliver broadband DSL to small businesses
- January 31, 2001 – MegaPath raises an additional \$10 million in capital to fund company expansion and product development



**5) Qwest**

1801 California St.  
Denver, CO 80202  
303-992-1400  
www.qwest.com  
Carrier Type: IXC

**Carrier Summary:**

Qwest is a provider of Internet-based data, voice, image, and multimedia communications services including DSL, wireless, broadband Internet, local/long distance, Web Hosting, and applications services.

**Coverage Summary:**

Qwest owns and operates a 113,000-mile Internet network on 6 continents that serves more than 30 million customers worldwide. The company now operates local broadband networks in 25 major markets outside of its 14-state local service territory. In North America, Qwest's fiber optic network reaches over 25,500 miles and connects 150 metropolitan areas from coast to coast.

**Competitive Insights:**

Qwest is in the midst of a 2-year expansion plan in regards to markets where DSL will be available. They are projecting adding DSL Capability to an additional 214,000 homes in Colorado alone this year. They hope that by notifying customers as DSL becomes available, they will be able to provide service before one of their competitors can sign up prospective customers.

Qwest is focusing on markets where they believe they will be able to offer a combination of services including Long Distance, Local, and Internet and other services. To this end they plan to capitalize on their strengths of brand recognition, perception of stability in an unstable market and the ability to provide service exclusively (i.e. no need to coordinate with other providers). One new product, Qwest Choice TV & Online, that they are offering in select parts of Phoenix, Omaha, and Denver is a DSL package that includes broadcasts similar to cable or satellite TV service, over DSL lines.

**Recent Developments:**

- June 21, 2001 – Qwest Communications completes 25 local broadband networks and beats self-imposed deadline by 7 months
- June 18, 2001 – Qwest extends global network to 113,00 miles
- May 23, 2001 – Qwest launches business class DSL in Detroit
- May 22, 2001 – Qwest to expand high-speed Internet service to 2.5 million customers in 11 western states
- April 26, 2001 – Microsoft and Qwest form strategic alliance to deliver broadband content and services to consumers and accelerate DSL deployment



## CCMI/Salestar

- 6) **Speakeasy**  
2222 2<sup>nd</sup> Ave.  
Seattle, WA 98121  
206-728-9770  
[www.speakeasy.net](http://www.speakeasy.net)  
Carrier Type: ISP

### **Carrier Summary:**

Speakeasy is a national broadband service provider offering dial-up service, DSL, e-commerce solutions, and Web Hosting services.

### **Coverage Summary:**

Speakeasy.net is an ISP that initially began as a CyberCafe in the Seattle area. They have expanded into a national ISP that uses Covad to provide DSL service. They offer DSL in 50 markets and have dial-up service nationwide. The company has gained over 10,000 active DSL circuits since the beginning of 2001.

### **Competitive Insights:**

Speakeasy has several packages available. In addition to standard DSL offerings they also have 3 additional packages that are configured to appeal to specific user groups (i.e. Internet Gamers, Online Traders, and Systems Administrators).

### **Recent Developments:**

- June 14, 2001 – Speakeasy.net and Emusic.com partner to provide broadband digital music service
- April 4, 2001 – Speakeasy.net offers reinstallation cost reduction for business and residential users affected by NorthPoint closure



#### 7) Sprint Broadband Direct

Sprint Broadband Direct  
6450 Sprint Pkwy.  
Overland Park, KS 66251  
888-996-0001  
www.sprintbroadband.com  
Carrier Type: ILEC

#### Carrier Summary:

Sprint Broadband Direct offers Internet access, through EarthLink, based on fixed wireless technology for both business and residential customers.

#### Coverage Summary:

Sprint offers fixed wireless service in the Chicago, Colorado Springs, Denver, Detroit, Fresno, Melbourne, Oklahoma City, Phoenix, Salt Lake City, San Francisco, San Jose, Tucson, and Wichita market areas. Sprint's spectrum portfolio includes more than 1,100 channels in 90 markets.

#### Competitive Insights:

Sprint's fixed wireless services are grouped under the Global Markets Division. They are marketing themselves as an equal alternative to cable and DSL. They also are targeting customers in areas that have not been able to get DSL service. One of fixed wireless' advantages is that once the towers have been set up, service is available to virtually anyone within 35 miles who wants to buy a dish. There is no need to worry about the condition of existing lines or the need to hook up wires to any specific location. However before service is available in any market, Sprint must first build a transmission tower within range of the market. Sprint Broadband Direct operates using the Multi-channel Multipoint Distribution Services (MMDS) standard. One advantage that Sprint fixed wireless has over service offered by Direct PC is that they can support Macintosh Computers.

#### Recent Developments:

- June 26, 2001 – Sprint to expand fixed wireless service area in Houston for its high-speed Internet service, Sprint Broadband Direct
- June 22, 2001 – Sprint to expand high-speed Internet service area in Oklahoma City
- April 6, 2001 – Sprint gains channels in multiple markets for its broadband wireless service



#### 8) UUNet (WorldCom)

22001 Loudoun County Pkwy.  
Ashburn, VA 20147  
703-206-5600  
www.uunet.com  
Carrier Type: ISP

#### Carrier Summary:

UUNET, a subsidiary of WorldCom, provides Internet access, Web Hosting, remote access, and other Internet services to businesses worldwide.

#### Coverage Summary:

UUNET offers its services on 5 continents to more than 70,000 businesses. The UUNET global IP network spans more than 2,500 POPs in over 100 countries. The company also incorporates more than 1.7 million modem ports in its network. Core areas of the U.S. and European networks run at 2488 Mbps (OC-48c/STM 16) and the company has 8,231 Mbps of transatlantic bandwidth. UUNET invests \$2 to \$3 million dollars into their network daily.

There are 221 core switching/access facilities deployed throughout UUNET's U.S. network. The transit hubs in each of 9 regions throughout the U.S. are connected to each other by OC-48c and/or OC-12c circuits running over an ATM backbone. The company also utilizes SONET rings in its U.S. network architecture.

UUNET's DSL service has expanded to 3,500 POPs with availability in 1,270 cities in 59 market areas. The company has established 4,082 total UULink DSL central offices, 2,182 total unique UULink DSL central offices, and 35,101 total unique UULink DSL NPA-NXX pairs serviced.

#### Competitive Insights:

UUNet's primary business strategy targets business accounts, rather than residential customers. Their product suite includes a wide range of Internet access options. UUNet offers wholesale services designed to meet the needs of smaller ISP's, carriers and extremely large businesses. This wholesale service offering indicates that one of UUNet's strengths is the robust capacity of their network. With a core network of data centers already extending throughout the United States, Europe and Australia, UUNet has spent considerable resources developing a global presence. One of the benefits of this huge network is that UUNet is able to offer extremely high "Service Level" guarantees to its customers that other companies can't match. UUNet also offers a wide range of products, including no less than five types of Dial-Up Access, and three types of DSL Service. The main drawback to UUNET service is the limited number of service options available to smaller businesses. Of the five dial-up plans, only one is for the individual or home office; the same is true for DSL.

#### Recent Development:

February 8, 2001 – UUNET wins ISPA Internet Industry Award for Best Business ISP





**9) Winstar Communications**

685 3<sup>rd</sup> Ave.

New York, NY 10017

212-792-9800

www.winstar.com

Carrier Type: Facilities-based CLEC

**Carrier Summary:**

Winstar provides voice, data, and Internet services to business customers via a combination of fiber, LMDS, and resold local loops. The company provides local and long distance voice services, ATM, Frame Relay, high-speed Internet access, and IP data services. Winstar also offers online business content (via its Office.com service), Web Hosting, ASP services, and other enhanced communications services.

**Coverage Summary:**

Winstar's has 30,000 business customers and its services are available in 75 markets, including 60 of the largest U.S. markets, plus 15 overseas markets via its long haul network. Winstar has installed 1,040,000 lines, of which 85% are fully on-network, and has access rights to 14,700 buildings, including approximately 400 hub sites (of which 250 are operational). The company has contracted for 65 fiber rings in 50 markets and has lit 25 rings in 14 markets. Of the 16,000 long haul miles under contract, some 8,735 are operational. Additionally, Winstar holds broadband fixed wireless spectrum licenses in the top 60 U.S. markets and in more than 20 foreign markets.

**Competitive Insights:**

Winstar focuses on providing total business solutions in major metropolitan markets throughout the United States. They filed Chapter 11 on April 14, 2001. However they recently secured \$75 million in Debtor in Possession financing which may increase to \$300 million if they satisfy certain conditions. This has allowed them to maintain current operations while they restructure their debt. They have secured access rights to approximately 15,000 buildings in over 60 markets in the US, of which around 4500 are currently connected to the Winstar Network. This gives them access to over 80% of businesses nationwide. Winstar uses intracity fiber rings that enable it to handle the transport portion of their services internally. The company also serves markets in Western Europe, Japan and Buenos Aires.

**Recent Developments:**

- May 14, 2001 – Winstar receives court approval for \$300 million in Debtor-in-Possession (DIP) financing
- April 25, 2001 – Winstar announces delisting from NASDAQ
- April 18, 2001 – Winstar files \$10 billion suit against Lucent Technologies
- April 18, 2001 – Winstar files for protection under Chapter 11



## CCMI/Salestar

### 10) XO Communications

11111 Sunset Hills Rd.  
Reston, VA 20190  
703-547-2000  
www.xo.com  
Carrier Type: CLEC

#### Carrier Summary:

XO Communications is a broadband communications provider offering local, long distance, and international voice services as well as Internet access, VPN, Ethernet, Wavelength, and Web Hosting services.

#### Coverage Summary:

The core of XO's network in North America is a SONET-protected OC-12 ring (STM-1 ring in Europe). The company currently offers facilities-based broadband communications services in 62 U.S. markets. The XO domestic network spans 430,000 fiber miles in the top 30 U.S. cities, reaching a total of 40 cities. The company has metro fiber rings in 60 major U.S. markets. XO is currently deploying an OC-192 next generation network that spans 16,000 route miles across the continental U.S.

The company has broadband wireless licenses in every major U.S. city, covering 95% of the population in the top 30 U.S. markets. The frequency of the spectrum is 28 MHz.

#### Competitive Insights:

In September 2000, the Company began offering small and medium-sized businesses, in all of its markets, integrated, flat rate packages that include local and long-distance voice services, Internet access and Web-hosting services. These packages, marketed as XOptions, include a variety of service packages designed to accommodate different sized customers with anywhere from 10 to 100 employees per location.

Based on year-end 2000 revenue, XO is 7<sup>th</sup> largest ISP, with a market share of 2.8%. As of April 2001, XO reported having 91,722 customers with an average monthly expenditure of \$941.00. In the first quarter of 2001, data revenue increased to 51.3% of total revenue from 26.2% of total revenue for the comparable period in the preceding year.

#### Recent Developments:

- June 7, 2001 – XO closes \$250 million investment by Forstmann Little & Co.
- June 5, 2001 – XO opens new data center in Fremont, California
- May 17, 2001 – XO and Akamai announce strategic alliance



**CCMI/Salestar**

# COMPETITIVE PRODUCT MATRIX

Denver Broadband - July 2001  
© 2001 CCMI/Salestar. All rights reserved.



## DSL COMPETITIVE PRODUCT MATRIX - (AT&T, EarthLink)

DSL Providers	AT&T Single User IDSL	AT&T Multi User DSL	EarthLink Biz DSL
<b>Product</b>	<b>IDSL</b>	<b>SDSL</b>	<b>SDSL</b>
<b>Broadband Technology</b>	IDSL	SDSL	SDSL
<b>Speed (Downstream/Upstream)</b>	IDSL- 144Kbps/144Kbps	144Kbps, 192Kbps, 384Kbps, 768Kbps, 1.1Mbps, 1.5Mbps/384Kbps	144/144 Kbps; 192/192 Kbps, 384/384 Kbps; 768/768 Kbps, 1.1/1.1 Mbps; 1.5/1.5 Mbps
<b>E-Mail Accounts</b>	IDSL plan - 1 box included and option to get up to 30 more.	No boxes are included but customers have the option to get up to 30 with Web Hosting packages.	10
<b>IP Addresses</b>	1 (Dynamic)	29 (Static)	8 (Static)
<b>Shared Web Hosting Included</b>	Not offered	Not offered	SDSL Web package available for \$17.95 per month
<b>Data Storage</b>	None included, up to 400 MB available	None included, up to 400 MB available	10 MB
<b>Domain Name Registration</b>	Not offered	\$15 monthly charge for domain name hosting	Network Solutions: \$70 first 2 years / \$35. per year thereafter Register.com \$60 for 3 years
<b>Primary DNS</b>	Not offered	\$25 set up fee	\$40 Set up fee and \$4.95/month
<b>Secondary DNS</b>	Not offered	Included	\$40 Set up fee and \$4.95/month
<b>Local Voice Service Included</b>	Not included (available at an additional cost)	Not included (available at an additional cost)	Not Included
<b>Long Distance Service Included</b>	Not included (available at an additional cost)	Not included (available at an additional cost)	Not Included
<b>Voice/Data Discount</b>	N/A	N/A	N/A
<b>Back Up/Remote Dial Account</b>	Not offered	Not offered	Unlimited
<b>Online Account Management</b>	Yes	Yes	Yes
<b>Content</b>	Not offered	Not offered	News Server, Magazine
<b>Price</b>			
<b>Monthly Recurring Charge</b>	\$49.95 for 608Kbps/128Kbps	144 Kbps: \$139.95 192 Kbps: \$139.95 384 Kbps: \$179.95 768Kbps: \$249.95 1.1Mbps: \$329.95 1.5Mbps/384Kbps: \$399.95	144 Kbps: \$129.00 192 Kbps: \$139.00 384 Kbps: \$199.00 768 Kbps: \$289.00 1.1 Mbps: \$349.00 1.5 Mbps: \$399.00
<b>Installation Charge</b>	Free if customer signs up for 1 Year contract, otherwise \$300	Free if customer signs up for 1 Year contract, otherwise \$600	\$225.00
<b>Equipment Charge</b>	\$100 for modem, Customer can also rent the modem for \$10 a month	Customer can purchase the router for \$450 or rent it for \$40 a month.	Netopia Router: \$499.00
<b>ISP Charge</b>	\$0	\$0	\$0
<b>Contract</b>	1 Year	1 Year	1 Year
<b>Early Termination Fee</b>	\$300	\$600	1 Month service fee for each year remaining in term
<b>Promotions</b>	None	None	\$150.00 rebate on Netopia Router (Offer expires 9/30/01)
<b>Additional Pricing Elements</b>	None	None	Speed Upgrades after installation have a \$99.00 change charge
<b>Service</b>			
<b>Equipment Installer</b>	AT&T	AT&T	EarthLink
<b>Order Interval</b>	15 to 30 Days	15 to 30 Days	30 - 45 Days
<b>Technical Support</b>	Telephone (24x7)	Telephone (24x7)	Telephone, E-Mail
<b>Integrated Billing</b>	Yes	Yes	No
<b>Sales Channel</b>			
<b>Telephone</b>	Yes	Yes	Yes
<b>Online</b>	Yes	Yes	Yes
<b>OEM</b>	No	No	No
<b>Retail</b>	No	No	Yes



**CCMI/Salestar**

**DSL COMPETITIVE PRODUCT MATRIX - (Global Crossing, Megapath)**

DSL Providers	Global Crossing	MegaPath Business SDSL	MegaPath Business RADSL
<b>Product</b>	<b>SDSL</b>	<b>SDSL</b>	<b>RADSL</b>
Broadband Technology	SDSL	SDSL	RADSL
Speed (Downstream/Upstream)	256/256 Kbps; 384/384 Kbps 512/512 Kbps; 768/768 Kbps	Basic (192 Kbps); Basic+ (256 kbps) Pro400 (384Kbps); Pro780 (768Kbps) Mega 1 (1Mbps); Mega 1.5: (1.5Mbps)	Mega 3: 3Mbps / 1Mbps Mega 5: 5 Mbps / 1Mbps Mega 7: 7 Mbps / 1Mbps
E-Mail Accounts	5	Unlimited email accounts	Unlimited email accounts
IP Addresses	1 (Static)	1 (Static): Included 4 & 8 additional: Free 16 additional: \$16 per month 32 additional: \$48 per month 64 additional: \$112 per month 128 additional: \$240 per month 256 additional: \$496 per month	1 (Static): Included 4 & 8 additional: Free 16 additional: \$16 per month 32 additional: \$48 per month 64 additional: \$112 per month 128 additional: \$240 per month 256 additional: \$496 per month
Shared Web Hosting Included	Not offered	1 web site included / Additional domains are \$20 per month	1 web site included / Additional domains are \$20 per month
Data Storage	Not offered	10 MB per email account 100 MB/account for additional \$10/mo 100 MB per website	10 MB per email account 100 MB/account for additional \$10/mo 100 MB per website
Domain Name Registration	Included	Setup or transfer of 1 Domain Name Included (Registration fees extra) / Additional Domains are \$40 per month	Setup or transfer of 1 Domain Name Included (Registration fees extra) / Additional Domains are \$40 per month
Primary DNS	Included	Included	Included
Secondary DNS	Included	Included	Included
Local Voice Service Included	No, but \$44.00 local line charge Flat rate local calling	Not Included	Not Included
Long Distance Service Included	No, but .0673/minute interstate .0847/min Inter- and IntraLATA	Not Included	Not Included
Voice/Data Discount	N/A	N/A	N/A
Back Up/Remote Dial. Account	\$19.95 per month	\$21.95 per Month (70 Hours)	\$21.95 per Month (70 Hours)
Online Account Management	Yes	Yes	Yes
Content	Not offered	Not offered	Not offered
<b>Prices</b>			
Monthly Recurring Charge	256 kbps/256 Kbps: \$147.00 384 Kbps/384 Kbps: \$174.00 512 Kbps/512 Kbps: \$205.00 768 Kbps/768 Kbps: \$223.00	Basic & Basic+ (\$139) Pro 400 (\$179); Pro 780 (\$259) Mega 1 (\$329); Mega 1.5 (\$399)	Mega 3: \$498.00 Mega 5: \$649.00 Mega 7: \$799.00
Installation Charge	\$199.00	\$350	\$350
Equipment Charge	\$431.00 for the Netopia R7100 router	Netopia R7100 (\$375), R3100 (\$299) Cisco 675 (\$149)	Netopia R7100 (\$375), R3100 (\$299) Cisco 675 (\$149)
ISP Charge	\$0	\$0	\$0
Contract	2 Year	1 Year	1 Year
Early Termination Fee	\$100/month for remaining months	\$218.00	\$218.00
Promotions	None	\$190.00 rebate on Installation	\$190.00 rebate on Installation
Additional Pricing Elements	None	If installation takes 50-80 days, first month of service is free; Longer than 80 days, first 2 months service are free \$100 credit if Technician doesn't show	If installation takes 50-80 days, first month of service is free; Longer than 80 days, first 2 months service are free \$100 credit if Technician doesn't show
<b>Service</b>			
Equipment Installer	Global Crossing	MegaPath	MegaPath
Order Interval	30 - 45 Days	4 - 6 Weeks	4 - 6 Weeks
Technical Support	Telephone, E-Mail	Telephone, Email	Telephone, Email
Integrated Billing	Yes	No	No
<b>Sales Channel</b>			
Telephone	Yes	Yes	Yes
Online	No	Yes	Yes
OEM	No	No	No
Retail	No	No	No

Denver Broadband - July 2001  
© 2001 CCMI/Salestar. All rights reserved.



## DSL COMPETITIVE PRODUCT MATRIX - (Mpower, Qwest)

DSL Providers	Mpower DSL	Qwest Pro Deluxe
Product		
Broadband Technology	SDSL	RADSL
Speed (Downstream/Upstream)	Up to 1.5 MB/1.5 MB speed offered depends on qualification	Up to 640Kbps / Up to 256 Kbps
E-Mail	10	2 Mailboxes / Additional boxes are available for \$3.95 + \$10.00 setup fee
IP Address	2 - each additional is \$15.00	1 Dynamic / Additional Static IP addresses available for \$14.95 + \$25.00 setup fee
Shared Web Hosting Included	Included	Not offered
Data Storage	30 MB	5 MB
Domain Name Registration	Yes	No, Network Solutions Charges Apply
Primary DNS	Included	Not offered
Secondary DNS	Included	Not offered
Local Voice Service Included	No, but separate line charges are as follows (with flat rate local and IntraLATA calling): 1-4 lines; \$14.52 (regular line price); \$13.20 (w/ separate calling feature/LD purchase) 5-10 lines; \$14.08 (regular line price); \$12.80 (w/ separate calling feature/LD purchase) 11-50 lines; \$13.64 (regular line price); \$12.40 (w/ separate calling feature/LD purchase)	Not included (available at an additional cost)
Long Distance Voice Service Included	No, but block of Minutes: 300 min; \$19.80 (block price); \$18.00 (price w/ separate calling feature/local purchase) 500 min; \$31.35 (block price); \$28.50 (price w/ separate calling feature/local purchase) 1,000 min; \$59.40 (block price); \$54.00 (price w/ separate calling feature/local purchase)	Not included
Voice/Data Discount	Yes	N/A
Backup/Remote Dial Account	\$14.95 per month	\$4.95 per Month
Online Account Management	No	Yes
Content	None	News Server Access
Price		
Monthly Recurring Charge	Speeds over 1.0 MB/1.0 MB contracts: With Modem - Without Router: 1yr (\$295), 2-yr (\$250) With Modem - With Router: 1yr (\$345), 2-yr (\$280) Speeds under 1.0 MB/1.0 MB contracts: With Modem - Without Router: 1yr (\$149), 2-yr (\$135) With Modem - With Router: 1yr (\$199), 2-yr (\$165)	Month to month \$50.00 1 year \$50.00 2 years \$50.00 3 years \$50.00
Installation Charge	\$99.00 for router installation only Self install free with modem plans	One Computer Included
Equipment Charge	Free	Cisco Modem \$295; Intel PCI Internal or USB External Modems \$150
ISP Charge	\$0	\$39.95
Contract	1 or 2 Years	Month to month; 1, 3 or 5 Year
Early Termination Fee	Months remaining on the contract	75% of remaining term
Promotions	None	Free First Month of Service, Activation, Single User Modem (Offer Expires 7/25/01)
Additional Pricing Information	\$50.00 service order and line connection charge	Activation Fee of \$89.00
Service		
Equipment Installer	Mpower	Qwest, Self
Order Interval	7-12 Business Days	2-4 Weeks
Technical Support	Telephone (24x7)	Telephone, E-Mail
Integrated Billing	Yes	No
Sales Channel		
Telephone	Yes	Yes
Online	Yes	Yes
OEM	No	No
Retail	No	No

Denver Broadband - July 2001  
© 2001 CCMI/Salestar. All rights reserved.



## DSL COMPETITIVE PRODUCT MATRIX - (Qwest)

DSL Providers	Qwest DSL Pro 640Kbps	Qwest DSL Pro 1Mbps	Qwest DSL Pro 4Mbps	Qwest DSL Pro 6Mbps
<b>Technology</b>	<b>RADSL</b>	<b>RADSL</b>	<b>RADSL</b>	<b>RADSL</b>
<b>Broadband Technology</b>	<b>RADSL</b>	<b>RADSL</b>	<b>RADSL</b>	<b>RADSL</b>
<b>Speed (Downstream/Upstream)</b>	<b>640Kbps / 544Kbps</b>	<b>1Mbps / Up to 1Mbps</b>	<b>4Mbps / Up to 1Mbps</b>	<b>7Mbps / Up to 1Mbps</b>
<b>E-Mail Accounts</b>	2 Mailboxes / Additional boxes are available for \$3.95 + \$10.00 setup fee	2 Mailboxes / Additional boxes are available for \$3.95 + \$10.00 setup fee	2 Mailboxes / Additional boxes are available for \$3.95 + \$10.00 setup fee	2 Mailboxes / Additional boxes are available for \$3.95 + \$10.00 setup fee
<b>IP Addresses</b>	1 Dynamic/Additional Static IP addresses available for \$14.95 + \$25.00 setup fee	1 Dynamic/Additional Static IP addresses available for \$14.95 + \$25.00 setup fee	1 Dynamic/Additional Static IP addresses available for \$14.95 + \$25.00 setup fee	1 Dynamic/Additional Static IP addresses available for \$14.95 + \$25.00 setup fee
<b>Shared Web Hosting Included</b>	Not offered	Not offered	Not offered	Not offered
<b>Data Storage</b>	5MB	5MB	5MB	5MB
<b>Domain Name Registration</b>	No, Network Solutions Charges Apply	No, Network Solutions Charges Apply	No, Network Solutions Charges Apply	No, Network Solutions Charges Apply
<b>Primary DNS</b>	Not offered	Not offered	Not offered	Not offered
<b>Secondary DNS</b>	Not offered	Not offered	Not offered	Not offered
<b>Local Voice Service Included</b>	Not Included (available at an additional cost)	Not Included (available at an additional cost)	Not Included (available at an additional cost)	Not Included (available at an additional cost)
<b>Long Distance Service Included</b>	Not Included	Not Included	Not Included	Not Included
<b>Voice/Data Discount</b>	Yes	Yes	Yes	Yes
<b>Back Up/Remote Dial Account</b>	\$4.95 per Month	\$4.95 per Month	\$4.95 per Month	\$4.95 per Month
<b>Online Account Management</b>	Yes	Yes	Yes	Yes
<b>Content</b>	News Server Access	News Server Access	News Server Access	News Server Access
<b>Price</b>				
<b>Monthly Recurring Charge</b>	Month to month \$60.00 1 year \$58.00 2 years \$56.00 3 years \$54.00	Month to month \$80.00 1 year \$76.00 2 years \$72.00 3 years \$68.00	Month to month \$150.00 1 year \$145.00 2 years \$140.00 3 years \$135.00	Month to month \$250.00 1 year \$244.00 2 years \$238.00 3 years \$232.00
<b>Installation Charge</b>	One Computer Included	One Computer Included	One Computer Included	One Computer Included
<b>Equipment Charge</b>	Cisco Modem \$295; Intel PCI Internal or USB External Modems \$150	Cisco Modem \$295; Intel PCI Internal or USB External Modems \$150	Cisco Modem \$295; Intel PCI Internal or USB External Modems \$150	Cisco Modem \$295; Intel PCI Internal or USB External Modems \$150
<b>ISP Charge</b>	\$49.95	\$99.95	\$119.95	\$139.95
<b>Contract</b>	Month to month; 1, 3 or 5 Year	Month to month; 1, 3 or 5 Year	Month to month; 1, 3 or 5 Year	Month to month; 1, 3 or 5 Year
<b>Early Termination Fee</b>	75% of remaining term	75% of remaining term	75% of remaining term	75% of remaining term
<b>Promotions</b>	Free First Month of Service, Activation, Single User Modem (Offer Expires 7/25/01)	Free First Month of Service, Activation, Single User Modem (Offer Expires 7/25/01)	Free First Month of Service, Activation, Single User Modem (Offer Expires 7/25/01)	Free First Month of Service, Activation, Single User Modem (Offer Expires 7/25/01)
<b>Additional Pricing Elements</b>	Activation Fee of \$69.00	Activation Fee of \$69.00	Activation Fee of \$69.00	Activation Fee of \$69.00
<b>Service</b>				
<b>Equipment Installer</b>	Qwest, Self	Qwest, Self	Qwest, Self	Qwest, Self
<b>Order Interval</b>	2-4 Weeks	2-4 Weeks	2-4 Weeks	2-4 Weeks
<b>Technical Support</b>	Telephone, E-Mail	Telephone, E-Mail	Telephone, E-Mail	Telephone, E-Mail
<b>Integrated Billing</b>	No	No	No	No
<b>Sales Channel</b>				
<b>Telephone</b>	Yes	Yes	Yes	Yes
<b>Online</b>	Yes	Yes	Yes	Yes
<b>OEM</b>	No	No	No	No
<b>Retail</b>	No	No	No	No



## DSL COMPETITIVE PRODUCT MATRIX - (Speakeasy)

DSL Providers	Speakeasy Net Advantage	Speakeasy Net Advantage Plus
<b>Product</b>		
Broadband Technology	SDSL	SDSL
Speed (Downstream/Upstream)	144/144 Kbps; 192/192 Kbps 384/384 Kbps; 768/768 Kbps 1.1/1.1 Mbps; 1.5/1.5 Mbps	144/144 Kbps; 192/192 Kbps 384/384 Kbps; 768/768 Kbps 1.1/1.1 Mbps; 1.5/1.5 Mbps
E-Mail Accounts	10	15
IP Addresses	32	32
Shared Web Hosting Included	\$14.95 for basic domain hosting with \$15 setup fee; \$9.95 for mail-only hosting (customer provides the Web server) with \$10.00 setup fee	\$14.95 for basic domain hosting with \$15 setup fee; \$9.95 for mail-only hosting (customer provides the Web server) with \$10.00 setup fee
Data Storage	Not offered	10 MB
Domain Name Registration	Included	Included
Primary DNS	Included with Web Hosting package Without a package, both primary and secondary hosting are \$9.95 per month each	Included with Web Hosting package Without a package, both primary and secondary hosting are \$9.95 per month each
Secondary DNS	Secondary DNS only is a \$35.00 fee	Secondary DNS only is a \$35.00 fee
Local Voice Service Included	Not Included	Not Included
Long Distance Service Included	Not Included	Not Included
Voice/Data Discount	N/A	N/A
Back Up/Remote Dial Account	Unlimited dial-up hours	Unlimited dial-up hours
Online Account Management	Yes	Yes
Content	Not offered	Not offered
<b>Price</b>		
Monthly Recurring Charge	144 Kbps (\$124.95); 192 Kbps (\$124.95) 384 Kbps (\$169.95); 768 Kbps (\$249.95) 1.1 Mbps (\$299.95); 1.5 Mbps (\$399.95)	144 Kbps (\$149.95); 192 Kbps (\$149.95) 384 Kbps (\$199.95); 768 Kbps (\$274.95) 1.1 Mbps (\$319.95); 1.5 Mbps (\$399.95)
Installation Charge	\$225.00	\$225.00
Equipment Charge	\$359.00 for Net Advantage 144 Kbps \$299.00 for all other plans	\$359.00 for Net Advantage Plus 144 Kbps \$299.00 for all other plans
ISP Charge	\$0	\$0
Contract	1 Year	1 Year
Early Termination Fee	\$250.00	\$250.00
Promotions	None	None
Additional Pricing Elements	Missed appointment fee: \$99.00 Connection speed change charge: \$99.00 Add IP addresses: \$1.00 per month for a block of 8	Missed appointment fee: \$99.00 Connection speed change charge: \$99.00 Add IP addresses: \$1.00 per month for a block of 8
<b>Service</b>		
Equipment Installer	Covad	Covad
Order Interval	3 Days-3 Months	3 Days-3 Months
Technical Support	Telephone, E-Mail	Telephone, E-Mail
Integrated Billing	No	No
<b>Sales Channel</b>		
Telephone	Yes	Yes
Online	Yes	Yes
OEM	No	No
Retail	No	No





**CCMI/Salestar**

**DSL COMPETITIVE PRODUCT MATRIX - (UUNet, XO)**

DSL Providers	UUNET DSL Office	XO Business DSL
<b>Product</b>		
Broadband Technology	SDSL	SDSL
Speed (Downstream/Upstream)	128 Kbps / 128 Kbps 384 Kbps / 384 Kbps 768 Kbps / 768 Kbps 1 Mbps / 1 Mbps	144Kbps, 272 Kbps, 400 Kbps, 528 Kbps, 784Kbps, 1.1Mbps, 1.5Mbps, 2.3Mbps
E-Mail Accounts	20 Mailboxes Additional Mail boxes are \$10 per month	5
IP Addresses	128 (Static)	16 (Static)
Shared Web Hosting Included	Included	Not offered
Data Storage	50 MB	20 MB
Domain Name Registration	1 Included / Additional Domains have a \$75 set up charge	Per Domain Name: \$20 for 1 Year, \$35 for 2 Years, \$75 for 5 Years, \$125 for 10 Years
Primary DNS	Included	Included
Secondary DNS	Included	Included
Local Voice Service Included	Not included	Not included (available at an additional cost)
Long Distance Service Included	Not included	Not included
Voice/Data Discount	N/A	N/A
Back Up/Remote Dial Account	10 Hours: \$9.95 50 Hours: \$19.95 150 Hours: \$24.95 \$25.00 Set Up Fee \$2.00 Per Additional Hour	60 days of free dial-up service, after that it is available at an extra cost.
Online Account Management	Yes	Yes
Content	5 News accounts included / Additional accounts are \$10 per month	Not offered
<b>Price</b>		
Monthly Recurring Charge	128 Kbps: \$149.00 384 Kbps: \$199.00 768 Kbps: \$499.00 1 Mbps: \$599.00	144 Kbps (\$149); 272 Kbps (\$169) 400 Kbps (\$199); 528 Kbps (\$229) 784 Kbps (\$299); 1.1 Mbps (\$349) 1.5 Mbps (\$399); 2.3 Mbps (\$499)
Installation Charge	\$0	None
Equipment Charge	Modem/ Bridge: \$300.00 Router: \$450.00	\$399 for 144 Kbps and 272 Kbps Router is free with all other speeds
ISP Charge	\$0	\$0
Contract	1, 2 or 3 Year	1 Year
Early Termination Fee	75% of remaining term	\$250.00
Promotions	None	None
Additional Pricing Elements	2 Year Term: 10% Discount on MRC 3 Year Term: 15% Discount on MRC	None
<b>Service</b>		
Equipment Installer	UUNet	XO
Order Interval	8 - 12 Weeks	30 to 60 Calendar Days
Technical Support	Telephone, E-Mail	Telephone (24x7)
Integrated Billing	No	Yes
<b>Sales Channel</b>		
Telephone	Yes	Yes
Online	Yes	Yes
OEM	Yes	No
Retail	No	No

Denver Broadband - July 2001  
© 2001 CCMI/Salestar. All rights reserved.



## FIXED WIRELESS COMPETITIVE PRODUCT MATRIX - (Sprint, Winstar)

Fixed Wireless Providers	Sprint Broadband Direct	Winstar Integrated Services			
Product	Fixed Wireless	Fixed Wireless			
Technology	Fixed Wireless	Fixed Wireless			
Speed (Upstream/Downstream)	Up to 5 Mbps / Up to 256 Kbps	128Kbps, 384Kbps 768Kbps, 1544Kbps			
E-Mail Accounts	6	7			
IP Addresses	5 (Static)	Unlimited (as long as they are justified)			
Shared Web Hosting Included	Personal Web Page (up to 6 MB) included Sprint Web Hosting (50MB): \$40 set up & \$19.95 per month Sprint Commerce (50 MB): \$40 set up & \$39.95 month Sprint Commerce Plus (80 MB): \$185 set up and \$59.95 per month	No (3 different packages available at an additional cost)			
Data Storage	6 MB	5 MB			
Domain Name Registration	No, Network solutions charges apply	Included			
Primary DNS	Included	Included			
Secondary DNS	Included	Included			
Local Voice Service Included	Not Included	Not included (available at an additional price)			
Long Distance Service Included	Not Included	Not included (available at an additional price)			
Voice/Data Discount	N/A	Yes (30% off from RBOC)			
Online Account Management	Yes	No			
Content	Newsgroup Access/ Magazine	Office.com, News Server Access			
Price					
Monthly Recurring Charge	\$149.95	128K:	1-Year \$149	2-Year \$139	3-Year \$129
		384K:	\$249	\$229	\$209
		768K:	\$449	\$409	\$379
		1.54MB:	\$849	\$779	\$699
Installation Charge	299.95 for Standard Installation (Additional \$99.00 Premium charge per computer for Technician to provide and install the Ethernet Card. They also configure the computer.)	\$350.00			
Equipment Charge	Month to Month: \$299.00 1 Year (\$199); 2 Year (\$99)	\$0			
ISP Charge	\$0	\$0			
Contract	1 or 2 Years	1, 2, or 3 Years			
Early Termination Fee	\$299.00 divided by the # of months in the term multiplied by the # of months remaining in term	90-day customer satisfaction policy. After that, customer is liable for the remaining months in the contract			
Promotions	Free Month for each additional customer referred	7 months free service with 3-yr term (limited time)			
Additional Pricing Elements	Additional Email accounts \$2.95 per month Additional Computer Support: \$9.95 per computer per month Wiring for additional computers \$75 per computer	Voice Line \$22.00 / LD based on a \$50, \$500, \$2500 minimum Intro Web Hosting \$34.95/month Starter Web Hosting \$59.95/month Advanced Web Hosting \$99.95/month All packages subject to one time \$39.95 set-up fee			
Service					
Equipment Installer	Sprint	Winstar			
Order Interval	1 - 2 weeks	30-45 Business Days			
Technical Support	24x7 (Telephone, Email)	24x7 (Telephone, Email)			
Integrated Billing	Yes	Yes			
Service Level Agreements	Not available	Not available			
Sales Channel					
Telephone	Yes	Yes			
Online	Yes	Yes			
OEM	No	No			
Retail	Yes	No			